

PHILIP MORRIS, U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution

DATE: August 13, 1993

FROM: Arun Sinha

AS

SUBJECT: CAMBRIDGE DECEMBER PACK PROMOTION
ELEMENTS MEMO

EXECUTIVE SUMMARY

During December 1993, Cambridge is scheduled to execute a free lighter with 2-pack purchase promotion with a bounce back offer. The bounce back offer will be for a catalog of items consumers may receive free with Cambridge pack UPC codes. The promotion will be nationally distributed through pack outlets, primarily convenience/gas and grocery stores.

PROMOTION OBJECTIVES

- Encourage trial among competitive smokers
- Generate awareness/visibility in pack outlets
- Reinforce Cambridge's value added proposition
- Reward current franchise

PROMOTIONAL DETAILS

Timing: November 29 - December 31, 1993
Pre-Sell: September 13 - November 24
Target Geographies: National
Target-Trade Class: Pack Outlets (convenience stores)
Deals: 2.2 Million
Units Promoted: 44 Million
Shipper Displays: 55,000

2041344375

EXECUTION SUMMARY

Displays will be assembled by distributors or Field Sales Force. A payment of \$24 per 12M case will be paid if it is assembled by the distributors. Promo code is 208A.

The FSF will receive all POS materials via PM Express. Kits will be assembled and include the following materials:

40 DEAL/80 PACK SHIPPER DISPLAY KIT

40 deal shipper display
40 prepackaged lighters with BB offer
Dangler
Small Poster

ASSEMBLED DISPLAY DIMENSIONS

14 1/2 W x 14 D x 26 H

MATERIALS SUMMARY

<u>Elements</u>	<u>POS #</u>	<u>Quantity</u>	<u>A&K Due</u>	<u>Materials Complete to PM Express</u>
Lighter	(supplied by purchasing)	2,200,000	7/16	11/1
2-Pack Sleeve w/lighter and BB Offer	67128	2,200,000	7/30	11/1
40 Deal Shipper Display	67129	55,000	8/16	11/1
Poster	67130	55,000	8/23	11/1
Dangler	67131	55,000	8/23	11/1

ALLOCATIONS

<u>Region</u>	<u>Total # of Displays</u>	<u>Total # of Deals</u>
1	8,920	356,800
2	13,700	548,000
3	12,800	512,000
4	11,330	453,200
5	8,250	330,000
TOTAL	55,000	2,200,000

2041344376